



April 1, 2013

The following is a report on Public Affairs Programming for the First Quarter of 2013 during which time the top issues of community interest and concern in St. Petersburg, Florida and the surrounding area were found to be:

Health
Economy
Education
Community Relations

In order to meet these issues, WPOI-FM airs two public affairs programs on Sunday mornings as well as weekday news updates.

"Spectrum" airs Sunday mornings at 6:00 a.m. "Sunday Morning" airs Sunday mornings at 6:30 a.m.

WPOI-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WPOI-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WPOI-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

Respectfully submitted,

Tim Clarke
Program Director

TC/mlm

Health

Sunday, January 6, 2013 – Sunday Morning 6:30 a.m.

10:00

Host: Mimi Lawson. Guest: Rich Hamberg, Trust for America's Health.

Ms. Lawson discussed with Mr. Hamberg the State's rankings in a new study about how prepared each state is during hurricanes, storms, violence, and weather events. Florida ranks fairly well in this new study. In closing, Mr. Hamberg discussed weather safety and protecting your home and loved ones during a severe weather event.

Sunday, January 27, 2013 – Sunday Morning 6:30 a.m.

10:00

Host: Mimi Lawson. Guest: Dr. Stan Vincent.

Ms. Lawson discussed with Dr. Vincent the free dental care day he began ten years ago. On February 9, 2013, patients in need will receive dental procedures at Dr. Vincent's Tampa office. This program has helped over 5,000 patients who would not have otherwise received care because of lack of insurance, lack of money, or access to dental care.

Sunday, January 27, 2013 – Sunday Morning 6:40 a.m.

10:00

Host: Mimi Lawson. Guest: Mary Wakefield from the National Health Service Corporation.

Ms. Lawson discussed with Ms. Wakefield a new program that allows students to partially repay student loans with service to the community. Health care clinicians can defer a major amount of their loans by dedicating time to small and understaffed communities. Ms. Wakefield discussed the shortage of social workers, dentists, nurses, and mental health workers and how many of these students could benefit by staying in their communities after their required time.

Sunday, February 3, 2013 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Dr. William McFarlane, Director of the Early Detection and Intervention Program.

Ms. Lawson discussed with Dr. McFarlane that 75% of mental illness presents itself before the age of 24. Untreated, psychosis is a major threat to teens, their families, and their communities. Dr. McFarlane explained that improving the country's mental health system has been a key focus in the ongoing research on how to prevent tragedies like the school shootings in Colorado and Pennsylvania. The research shows that early intervention can delay or prevent the development of severe mental illness in a variety of settings and cultural environments, decrease rates of relapse, cut hospital stays, and reduce interruptions to school work.

Sunday, February 3, 2013 – Sunday Morning 6:45 a.m.

15:00

Host: Mimi Lawson. Guest: Dr. Joshua Buckholdz, Assistant Professor of Psychology and Investigator for Center for Brain Science at Harvard.

Ms. Lawson discussed with Dr. Buckholdz that Harvard, along with PBS, is offering an in-depth look at the issues related to tragedies such as the events in Newtown, Connecticut. In a show called "The Mind of a Rampage Killer", Harvard experts will explore how science may be able to help us understand these events and how to prevent them in the future. Researchers will help us understand the different pathways through which youth develop severe antisocial behavior and aggression and the roles that genes and the environment play in brain chemistry and human self-control.

Sunday, February 10, 2013 – Sunday Morning 6:30 a.m.

10:00

Host: Mimi Lawson. Guest: Hank Marcello, Director of Hudson Institute Obesity Initiative.

Ms. Lawson discussed with Mr. Marcello the impact of lower calorie options and business performance in restaurants. A report examined efforts by restaurant chains to sell lower calorie foods and beverages and what impact those efforts have on the chain's business performance. Mr. Marcello explained how businesses can learn from this research and how the findings can influence strategies to reverse the nation's obesity epidemic.

Sunday, February 10, 2013 – Sunday Morning 6:40 a.m.

10:00

Host: Mimi Lawson. Guest: Fitness experts Billy Banks and Tara Stiles.

Ms. Lawson discussed with Mr. Banks and Ms. Stiles how less than 4% of elementary schools, 8% of middle schools, and 2% of high schools provide opportunities for daily physical education. It is warned that if youth obesity continues to increase at current rates, it could have an impact on this generation's lifespan. The Alliance for a Healthier Generation is encouraging good health at home. Children and families need to practice healthy physical activity. Mr. Banks and Ms. Stiles gave tips for getting kids moving and real life advice for helping children develop healthier eating habits.

Sunday, February 24, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guests: Jim King, Director of UCP Tampa Bay, Samantha Bennett, a Cerebral Palsy patient, and her father Sal Bennett.

Ms. Bennett shared with Ms. Lawson her personal story of being born with Cerebral Palsy and the many surgeries she has gone through in her life. Ms. Bennett shared how UCP has made a difference for both her and her family. Mr. Bennett explained the process he and his family went through trying to make sure Ms. Bennett could be her personal best, even with her disability. Mr. King discussed the many programs UCP offers to patients with a brain abnormality or injury. In closing, Mr. King explained how we can volunteer and the wide range of talents they could use for volunteer work.

Sunday, March 3, 2013 – Sunday Morning 6:30 a.m.

10:00

Host: Mimi Lawson. Guest: Lt. General Franklin L. Hagenbeck, leader of "Operation Anaconda" in Afghanistan.

Ms. Lawson discussed with Lt. Franklin the new analysis from the Wounded Warriors Career Program that finds that 70% of seriously injured veterans served are now in jobs, education, or training. The National Organization on Disability runs the program and is urging the federal government and service providers nationwide to adopt a similar model to serve the nation's veterans. More than 500,000 military personnel have returned from Iraq and Afghanistan with disabling conditions over the past dozen years, many with severe, life-altering conditions.

Sunday, March 3, 2013 – Sunday Morning 6:40 a.m.

10:00

Host: Mimi Lawson. Guest: Sandra Herrera, volunteer with ONE, a World Health Organization initiative founded by U2's Bono.

Ms. Lawson discussed with Ms. Herrera how the Republican National Convention in Tampa has led to her work with ONE. With the federal government sequestering budget cuts, the loss of funding would be less than 1% of the budget but save millions of lives all over the world. Vaccines and medicine for HIV/AIDS, tuberculosis, pneumonia, and diarrhea would be cut. Loss of funding would affect more than a quarter of a million children.

Sunday, March 17, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Alison O'Grady, cancer survivor.

Ms. Lawson discussed with Ms. O'Grady the struggle she has faced with breast cancer and the new research project underway at the Moffitt Cancer Center in Tampa. Ms. O'Grady discussed the research and how the beginning stages of the study has helped identify trends that run in families and lifestyles and the ways we have learned to fight this disease. The CPS-3 study involves filling out a questionnaire about genetic, environmental, and lifestyle factors that cause or prevent cancer. The study is open to anyone who is willing to make a long-term commitment to the study, complete follow-up surveys at home, is between 30 and 65, and has not been diagnosed with cancer in the past. In closing, Ms. O'Grady shared her compelling journey giving real hope to those who feel a diagnosis means the loss of life and gives new hope that participating in the study will help researchers figure out all the ways cancer invades our bodies.

Sunday, March 24, 2013 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guests: A group of experts from the Robert Wood Foundation.

Ms. Lawson discussed with experts from the Robert Wood Foundation the County Health Rankings report and how leaders are coming together at the state level to create programs and policies to improve health in our local communities. Topics covered included smoking, obesity levels, access to doctors and dentists, healthy foods, and physical activity as well as how childhood poverty can affect a person's lifelong health.

Ways community leaders can identify challenges in the health system and take action to improve community health were stressed.

Sunday, March 24, 2013 – Sunday Morning 6:45 a.m.

15:00

Host: Mimi Lawson. Guests: Danny McGoldrick, Campaign for Tobacco-Free Kids; and Brittani Jones, Anti-Tobacco Youth Advocate.

Ms. Lawson discussed with Mr. McGoldrick and Ms. Jones the new ploys tobacco companies are using to target young people. These companies are using advertising, low costs products, flavored cigars, and new smokeless tobacco products to convert adolescents into smokers. Mr. McGoldrick and Ms. Jones explained that the tobacco industry spends a million dollars a day to promote smoking. They discussed ways we can combat these marketing techniques. The purpose of the "Kick Butt" campaign in Florida is to inform children about the dangers of smoking.

Economy

Sunday, January 6, 2013 – Sunday Morning 6:30 a.m.

10:00

Host: Mimi Lawson. Guest: Carol Gallante, Department of Urban Development.

Ms. Lawson discussed with Ms. Gallante the new government program called "Making Housing Affordable". The program is designed to help people struggling with their mortgages and homeowners in the middle of the foreclosure process. In closing, Ms. Gallante discussed the state of the economy and its effects on families.

Sunday, January 6, 2013 – Sunday Morning 6:40 a.m.

10:00

Host: Mimi Lawson. Guest: Sharon Letcher, author of Save Wisely, Spend Happily.

Ms. Lawson discussed with Ms. Letcher the financial crisis the economy is currently facing and better ways to handle our spending. They also discussed budget strategies for saving and spending and how to repair damaged credit. In closing, Ms. Letcher discussed the Federal "fiscal cliff" and the effect recent tax changes have had on our paychecks.

Sunday, January 13, 2013 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Galen Tuttle, the Small Business Coalition for Hillsborough County.

Ms. Lawson discussed with Mr. Tuttle the classes offered by Hillsborough County to residents considering opening a small business. Mr. Tuttle discussed the training that is included in these classes, such as bookkeeping for small and minority businesses, business planning, cash flow, and the current state of the economy. Other classes cover how to deal with government agencies and strategies on how to secure government contracts.

Sunday, January 27, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Walter Smith, Jr., WLS Engineering, Tampa.

Mr. Greene discussed with Mr. Smith the Brownfield Projects he is working on with WLS Engineering. Mr. Smith explained that the project is using vacant sites where there was once a gas station or a business that adversely affected the environment and turning it into an environmentally useful place. Mr. Smith also discussed the tax credits that go along with cleaning up these sites with funding from the Environmental Protection Agency and the efforts to turn such properties into opportunities for jobs.

Sunday, February 10, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Bridget Skinner, Tampa Bay Workforce Alliance, Tampa.

Mr. Greene discussed with Ms. Skinner the requirements for and the benefits of the Workforce Investment Act training program which allows job candidates to get upgraded skills and training, from three weeks to two years, and is paid for by the U. S. Department of Labor.

Sunday, February 17, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Charles Lewis and Dorothy Myles, Experience Works – Senior Employment Program, New Port Richey.

Mr. Greene discussed with Mr. Lewis and Ms. Myles the on-going recruitment events for part-time employment opportunities geared towards job candidates who are making low to moderate incomes.

Sunday, February 24, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Stephanie Brazell and Halieth Thorpe, NAACP, Tampa.

Mr. Greene discussed with Ms. Brazell and Ms. Thorpe the work of the NAACP and the help they have provided to those job-seeking individuals who think they have been discriminated against. Ms. Brazell and Ms. Thorpe also discussed an upcoming diversity job fair that will be held and how job seekers can participate.

Sunday, March 3, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Earl Pffiefer, Housing and Education Alliance, Riverview.

Mr. Greene discussed with Mr. Pffiefer the housing programs that are geared towards low and moderate income individuals and families. Mr. Pffiefer also discussed the push to get renters to become first-time homebuyers and how the Housing Alliance is providing credit, repair, and enhancement classes to those individuals.

Education

Sunday, January 6, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Wendell Duggins, Florida A&M University (FAMU) Alumni Association, Tampa.

Mr. Greene discussed with Mr. Duggins some of the misconceptions and facts surrounding the hazing incident regarding the FAMU band that resulted in the death of a drum major. Mr. Duggins discussed the efforts to shed positive light on FAMU following the hazing incident and discussed the signature academic programs FAMU offers and recruitment opportunities.

Sunday, January 27, 2013 – Sunday Morning 6:50 a.m.

10:00

Host: Mimi Lawson. Guest: Mike Dalton, Google Doodler.

Ms. Lawson talked with Mr. Dalton about a contest for children to earn money for college. The winner's school will also receive money to use for information technology and computer labs. The prize is \$50,000, and the hope is that this contest will encourage children to pursue Information Technology as it is the fastest growing industry in job creation. Mr. Dalton explained that each student is encouraged to use their creativity, and they are judged by IT users and a celebrity panel.

Sunday, February 3, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Karen Willis-Barrett and Isaiah Wyche, Teachers, Stewart Middle School, Temple Terrace.

Mr. Greene discussed with Ms. Willis-Barrett and Mr. Wyche the college preparatory track that is offered within the local school system at the middle school level and the many success stories that have happened for the students who have participated.

Sunday, February 17, 2013 – Sunday Morning 6:45 a.m.

15:00

Host: Mimi Lawson. Guest: DJ Ekin, Founder of the "I Care About Me" Foundation.

Ms. Lawson discussed with Mr. Ekin the purpose of the "I Care About Me" Foundation and how the organization brings music, sports, and Hollywood icons into schools to discuss drugs, violence, personal values, and educational opportunities. Mr. Ekin discussed the writing contest where children can win money for their educational expenses and for their school. The contest highlights what the children want to accomplish and the steps they are taking to obtain their goals.

Sunday, March 10, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Owen Young, Principal, Middleton High School, Tampa.

Mr. Greene discussed with Mr. Young the importance of more involvement by the faith-based community in schools and parents as it relates to the support and home-training of basic skills, i.e. manners, self-respect, and respect for authority in our students. Mr.

Young offered advice on how parents can spend quality time with their children and make a difference in their child's performance for the rest of the school year.

Sunday, March 10, 2013 – Sunday Morning 6:50 a.m.

10:00

Host: Mimi Lawson. Guest: Sherry Eckelson, Read Across America.

Ms. Lawson and Ms. Eckelson discussed the Read Across America events being held in cities all over the country this week. Ms. Eckelson discussed the effects of reading to children and the positive impact that remains with them throughout their lives. She explained that taking the time to read out loud instills a love of reading and increases positive reading and comprehension skills. In closing, Ms. Eckelson discussed the need for good reading comprehension for children's success in the classroom as well as when they become adults.

Sunday, March 24, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Ray Price-Murray, Leshawn Price, Aaron Keith, and Karen Keith, Tampa.

Mr. Greene discussed with Mr. Price-Murray, Ms. Price, Mr. Keith, and Ms. Keith how as single parents they have worked hard to keep their children focused in school and how to teach your children ways to not succumb to negative peer pressure and bullying.

Sunday, March 31, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Carolyn Moore, survivor of domestic violence and sexual abuse, South Tampa.

Mr. Greene discussed with Ms. Moore how she is using drama production education in schools to tell the story of how younger people are preyed upon by unscrupulous adults and what kind of signs to look for in the behavior of children as well as adults. She also discussed bullying aspects and prevention in schools.

Community Relations

Sunday, January 13, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: State Representative Darryl Rouson, St. Petersburg.

Mr. Greene discussed with Representative Rouson the concept of "A Day On – Not A Day Off". The purpose of the concept is to spend Dr. Martin Luther King Day, a holiday in which most businesses are closed, using state grants to fund various community groups in order to make physical improvements to our day care centers, nursing homes, and other community buildings.

Sunday, January 13, 2013 – Sunday Morning 6:45 a.m.

15:00

Host: Mimi Lawson. Guest: Melissa Wandall, President of the Coalition for Safer Roads. Ms. Lawson discussed with Ms. Wandall the recent study that shows a huge drop in deaths and injuries at intersections with red light cameras. They discussed how Florida is one of the top states for pedestrian deaths, side impact crashes, and traffic deaths. Ms. Wandall gave statistics on how many crashes involve distracted drivers.

Sunday, January 20, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Askia M. Aquil, Neighborhood Improvement Center, Gulfport.

Mr. Greene discussed with Mr. Aquil the community clean-up and fix up projects that his group, the Neighborhood Improvement Center, will do on Dr. Martin Luther King Day using ex-offenders as part of improving the trust factor among the larger local community.

Sunday, January 20, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Cassandra Thomas, Director of Development, Boys and Girls Clubs of Tampa Bay.

Ms. Lawson discussed with Ms. Thomas the history of the Boys and Girls Club and how the organization began as a place for boys but was quickly converted to include girls. Ms. Thomas explained how the Club's programs were created to help fill the void left by an absent parent or parents and became a safe place for kids after school. Since it began, the Club has offered educational help, life skills, and mentoring to school-age children.

Sunday, February 10, 2013 – Sunday Morning 6:50 a.m.

10:00

Host: Mimi Lawson. Guest: Edwin Heathcote, Design Critic with The Financial Times.

Ms. Lawson and Mr. Heathcote discussed the Ingenuity Awards which is an award that aims to attract the brightest and most innovative ideas that meet the challenges of urban living. These ideas may come from local government, international organizations, entrepreneurs, or other companies with original ideas that improve life for people in urban cities. Mr. Heathcote also explained how to apply or nominate individuals, groups, or companies for the award.

Sunday, February 17, 2013 – Sunday Morning 6:30 a.m.

15:00

Host: Mimi Lawson. Guest: Mike Merrill, County Administrator for Hillsborough County.

Ms. Lawson discussed with Mr. Merrill how Hillsborough County hosts its 21st Annual Black History Celebration in Tampa. The program highlights African American authors. This year's award honors Joyce Russell, who successfully lobbied to change a state law limiting the number of seniors who could qualify for an employment program.

Sunday, March 3, 2013 – Sunday Morning 6:50 a.m.

10:00

Host: Mimi Lawson. Guest: Guy King, President of M. E. Wilson Company, Inc.

Ms. Lawson and Mr. King discussed how the M. E. Wilson Company has partnered with the Tampa Bay Lightning and Hillsborough County to create the “Steps Forward” program and opened a new apartment complex for homeless residents in the Tampa Bay area. Projects like these provide permanent housing for residents who have been chronically homeless. As well as housing, counseling and others services are provided in an effort to restore dignity and raise expectations. Mr. King explained that the end result of taking the chronically homeless off the streets is a worthy goal. Many of those served by this program are dealing with mental illness and drug addictions.

Sunday, March 10, 2013 – Sunday Morning 6:30 a.m.

20:00

Host: Mimi Lawson. Guest: Melissa Wandall, President of the Coalition for Safer Roads. Ms. Lawson discussed with Ms. Wandall the recent story aired on NBC's “Today Show” criticizing the use of red light cameras across the country. Ms. Wandall discussed the recent study done by The Miami Project that shows a tremendous drop in side impact crashes and deaths. Florida remains one of the leading states in pedestrian deaths as well as intersection crashes. The reduction of impacts and deaths has dropped by as much as half, and these cameras show non-biased, first person evidence to police and agencies. Ms. Wandall explained that 98% of the people who get tickets never get one again, and the signs at intersections containing cameras dramatically reduce red light running.

Sunday, March 17, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Walter Smith, Jr., owner of a community-based library in West Tampa.

Mr. Greene discussed with Dr. Smith the 10th Anniversary of the West Tampa Library which is located in the middle of an ethnically-diverse area and how the library has become a safe place for students and parents to study during after-school hours, on Saturdays, and when school is closed for students.